

GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

Tourism Promotion – Designed Development, Processing, Printed and Supply of Books on Pathways to Bliss, through M/s. Livewires Advertising Agency – Amount Sanctioned - Orders - Issued

YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT

G.O.Rt.No. 54

Dated:16 -01-2009
Read the following:

- 1 Govt. Lr.No. 50/PMU/DDC/2009, YAT&C (PMU) Department.
- 2 G.O.Rt. No.2248, Finance (Expr. GAD-II) Dept., Dt.22.04.2008.
- 3 G.O.Rt. No.2249, Finance (Expr. GAD-II) Dept., Dt.22.04.2008.
- 4 G.O.Rt. No.2250, Finance (Expr. GAD-II) Dept., Dt.22.04.2008. .
- 5 Bill No. Prod-468, dt. 03.01.2009 of M/s. Touchstone Advertising Pvt, Ltd, Hyderabad.

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ORDER:

To promote Tourism destinations of Andhra Pradesh state, the Tourism and Culture Department has been releasing advertisements to publish in various Magazines on regular basis and preparing and publishing various books, as a part of promotional initiatives. As a follow up of these initiatives, this Department has got Designed Development, Processing, Printed and Supply of Books (Title 4 pages + Inside 16 pages) printed 2500 Coffee Table books on Buddhism in AP have been produced for publicity during PATA 2008 with the following specifications. Size 17” x 11” and Cosed 8.5” x 11” Title – 4 pages: on 300 gsm premium art card with four colour offset printing, front side glossy lamination creasing. Folding, etc. & Inside – 16 pages: on 170 gsm premium art paper with four colour offset printing, creasing, folding, centre pinning etc Qty 2500 books for distribution in PATA Mart – 2008, held in 16th to 19th September in Hyderabad. After completion of the work the above said advertising agency has submitted a bill amounting to Rs. 5,05,620/- vide letter 5th read above for arranging payment for designed, development, processing, printed and supply of 2500 Coffee-Table Books(Title 4 pages + Inside 16 pages).

2. After careful examination of the matter, the Government hereby accord sanction for an amount of Rs.5,05,620/- (Rupees Five Lakhs Five Thousand Six Hundred and Twenty only) towards Designed Development, Processing, Printed and Supply of Booklet printed 2500 copies of on Pathways to Bliss, through M/s. Livewires Advertising Agency, which is inclusive of service tax.

3. The amount sanctioned at para 2 above shall be debited to the following Head of Account:

“ 3452- Tourism-01-Tourist Infrastructure – 102 Tourist Accommodation & other facilities to Tourists – Schemes included in PLAN,GH 11- Normal State Plan - SH (15) – PATA Conference – 500- other charges – 503 – other expenditure”.

4. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C Department shall draw and disburse the amount sanctioned at para 2 above, in favour of M/s. Livewires Advertising Pvt, Ltd, Hyderabad, after deducting Tax, payable to the Income Tax Department.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

D. LAKSHMI PARTHASARATHY
PRL. SECRETARY TO GOVERNMENT

To,
M/s. Livewires Advertising Pvt, Ltd, Hyderabad.
The Assistant Secretary to Government & D.D.O, YAT& C(PMU) Dept.
The Deputy Pay & Accounts Officer, A.P. Secretariat, Hyderabad

Copy to:

The YAT& C (PMU- Claims) Department.
SF/SCs

//Forwarded :: By Order//

SECTION OFFICER